"A STUDY ON SOURCES OF RECRUITMENT WITH REFERENCE TO INFOLOGIA TECHNOLOGIES PVT LTD"

Tharani I[1], Dr. Murali Krishnan[2]

II MBA, Department of Management Studies, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai[1]

Assistant Professor, Department of Management Studies, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai[2]

Abstract: HR professionals concerns and practices in terms of recruiting sources are analysed in this research, with emphasis on their perception of job portals as recruiting sources. The study employs quantitative methods like ANOVA, t-tests, and factor analysis on the data from a sample of HR professionals with diverse demographics. The find that experience does not impact applicants from job sites at all on the perceived quality, but many otherwise underlying characteristics do affect recruitment source rating. It includes the areas of cost-effectiveness, ROI, the ability to attract particular personnel, and the growing fit of the digital platforms in recruiting. The research also noted that having no effect on calculating how HR professionals appraise applicant quality means that they evaluate them based on a degree of neutrality. Additionally, the study emphasises the fact that younger professionals have been increasing in prominence in the HR field and that this increases the usefulness of digital recruitment techniques. The results have a profound impact on corporations and human resource professionals. Therefore, organizations are being encouraged to select their data-driven recruitment sources, improve training for HR professionals to master capabilities related to evaluating personnel, and implement technology to automate and streamline the process of recruiting

Keywords: job portals, recruitment, sources, most effectivessness, least effectivessness.

I.   INTRODUCTION

The global business software and services market was approximately USD 584.03 billion in 2024. This market is expected to grow at a CAGR of 12.1% from 2025 to 2030. India is one of those regions with the cost-effectiveness and high quality of its IT solutions.

The software and IT solutions industry encompasses a wide range of services and technologies designed to address business, organizational, and individual needs. It includes everything from custom software development, cloud computing, and enterprise resource planning (ERP) systems, to cybersecurity solutions, data analytics, and artificial intelligence (AI) applications. The industry is pivotal in enabling digital transformation across sectors, including finance, healthcare, manufacturing, and retail.
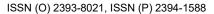
Key players in the industry range from large multinational corporations to smaller, specialized firms, all focused on creating software and solutions that help organizations improve efficiency, enhance user experiences, and stay competitive in a rapidly evolving market. The industry has seen significant growth with the rise of cloud technologies, mobile applications, automation, and the increasing demand for real-time data processing and connectivity.

As organizations continue to embrace digital tools, the industry also faces ongoing challenges such as cybersecurity threats, the need for continuous innovation, and the demand for highly skilled talent to manage and develop these technologies. Ultimately, the software and IT solutions industry plays a critical role in driving technological advancement and business success in the modern world.
.
OBJECTIVE OF THE RESEARCH
1.To analyze the effectivesness of various recruitment sources
2.To reduce time to hire and ensure continuity of operation
3.To find the right candidate through the process.

RESEARCH QUESTION:
1. To find the difference between the quality and the experience of the candidates?
2. Which recruitment sources are most effective in attracting qualified candidates?
3. What are the cost implications of using different recruitment sources?

SIGNIFICANCE OF THE STUDY:
Research on the topic of sources of recruitment is highly significant as it enables organizations to make informed and strategic hiring decisions. By analyzing various recruitment sources such as internal promotions, employee referrals, online job portals, campus placements, and social media platforms, companies can identify which channels are most effective in attracting qualified candidates. This research helps in improving the quality of hires, reducing recruitment costs, and minimizing the time it takes to fill vacancies. Additionally, it provides insights into candidate preferences and market trends, allowing organizations to adapt their hiring strategies to remain competitive. Ultimately, such research supports better workforce planning and enhances overall organizational performance by ensuring the right talent is sourced from the most efficient channels.

II.   LITERATURE REVIEW

Muscalu, E. (2015). The recruitment of human resources in the organization is considered a key element of human resource management as the main method of ensuring labor organization. Identifying sources of recruitment is an important step in the course of the recruitment process. Recruitment sources may be internal or external, but most use both sources, thereby increasing the chances of attracting candidates as well as prepared and competitive. For an organization to succeed and survive, it must combine rational use of both sources of recruitment. An organization operating in a highly competitive environment should put more emphasis on foreign sources, while an organization working in environments with slow changes can be successfully used internal recruitment.

Shenoy, V., & Aithal, P. S. (2018). The process of recruitment is a primary method of people absorption function in any organization. Various companies small and big, strategize and adopt various tactics in choosing the right source of recruitment or hiring quality professionals on to their workforce. Therefore, this research aims to investigate or enquire the various research literature published on various main recruitment methods implemented in company's recruitment process or function. In this paper, the resultant outcomes based on last 20 years literature investigation are discussed in detail through a systematic review. Accordingly, the relevant resultant outcomes post the literature investigation is published by making suggestions for sustenance in the industry.

Flecke, L. K. (2016). There are numerous types of recruitment sources which are utilized by organizations to attract qualified applicants. For instance, online job portals, newspapers, corporate websites, social networking sites or referrals represent some of them. However, it has been stressed by various authors in the field of Human Resource Management that these recruitment sources differ in their effectiveness to generate qualified job candidates. The recruitment agency, being subject to this research, receives numerous applications per day, and still faces difficulties to with regard to targeting and attracting qualified job candidates. Thus, this research elaborates on the differentiating characteristics of recruitment sources in place (i.e. Facebook, job portals, newspapers, job centers, referrals, and the corporate website) and compares them on basis of their quality and efficiency in generating qualified applicants.

Koman, G., Toman, D., Jankal, R., & Borsos P. (2024). This literary review examines the current state of research in the field of e-recruitment within the framework of smart government and its implementation in the context of modern public services. We elucidate the concepts of "smart government" as a concept of efficient, technologically supported public administration, and "electronic recruitment" as a process utilizing digital tools in the search and acquisition of suitable candidates for job vacancies. The objective of this review is to provide a brief overview of the current state of smart government, e-HRM (electronic human resource management), and e-recruitment, and analyze their interconnection. The selection of relevant sources followed the PRISMA method. In the context of defining the key functional module of e-HRM, the Grounded Theory Method (GTM) was employed. The final part of the methodological approach involved designing a research problem for future research. Specifically, the review focuses on defining the key functional module of e-HRM and proposes an orientation for future research that should concentrate on the impacts of e-recruitment on the efficiency of human resources within public services. The results of this study can serve as a foundation for future research aimed at optimizing and utilizing e-recruitment in the specific field of smart government

Abdalla Hamza, P., Jabbar Othman, B., Gardi, B., Sorguli, S., Mahmood Aziz, H., Ali Ahmed, S., ... & Anwar, G. (2021). The recruitment is the main function of HR department and the recruitment process is the first step towards making the competitive quality and the recruitment strategic advantage for the association. A quantitative method used

to analyze this study, the researchers prepared questionnaire and distributed at Telecommunication Companies in Erbil-Kurdistan. The objective of this research paper is to determine the recruitment and selection procedures in organizations, and finding out the methodologies that are involved in the process. Moreover, finding out how being qualified and having certificates affects the recruitment process, and how different criteria such as gender, race, and culture effect on it as well.

III.   RESEARCH METHODOLOGY

RESEARCH DESIGN: This study employs a descriptive research design.

HYPOTHESIS:
- **Null Hypothesis (H_0):** There is no statistically significant variation in mean applicant quality evaluations from job sites among designation categories (HR Manager, HR Assistant Manager, HR Recruiter, and Human Resource Management).
- **Alternative Hypothesis (H_1):** There is a statistically significant variation in mean applicant quality evaluations from job sites among designation categories (HR Manager, HR Assistant Manager, HR Recruiter, and Human Resource Management).

DATA ANALYSIS TOOLS:
• ANOVA
• Factor analysis
• Percentage analysis
 • T-Test

SOFTWARE USED: SPSS
SAMPLE TECHNIQUE : PURPOSIVE

IV.   RESULTS AND DISCUSSION

4.1 Percentage Analysis
Age Group:

Particulars	No.of.respondents	Percentage
20 - 25	40	57.1
26 - 30	16	22.9
31 - 35	12	17.1
36 – 40 above	2	2.9
Total	70	100

Interpretation:
The data reveals a clear age distribution among the respondents, with the majority falling within the 20-25 age range, comprising 57.1% of the sample. Following closely behind are individuals aged 25-30, accounting for 22.9 %of respondents. The 31-35age group represents a smaller but still notable portion at 17.1%, while those aged 36-40 and above constitute the smallest segment at 2.9%
Gender:

Particular	No.of.respondents	Percentage
Male	29	41.4
Female	35	50.0
Prefer not say	6	8.6
Total	70	100

Interpretation:

The data provided presents the gender distribution of respondents, totaling 70 individuals. Among the respondents, 41.4% identify as male, while 50% identify as female. Prefer not to say 8.6%

Designation:

Particular	No.of.respondents	Percentage
HR Manager	16	22.9
HR Assisstant Manager	11	15.7
HR Recruiter	23	32.9
Human Resources	20	28.6
Total	70	100

Interpretation:

The data provides presence of 22.9% of Hr manager and 15.7% of hr assistant manager
32.9% of hr recruiter and 28.6 % of human resource management people

Experience:

Particular	No.of.respondents	Percentage
Less than one year	29	41.4
1-5 years	30	42.9
6-10 years	7	10.0
Above 10 years	4	5.7
Total	70	100

Interpretation:

The data provided presents the experience distribution of respondents, totaling 70 individuals. Among the respondents, 41.4% as an experience of less then 1 years, and 42.9% have 1-5years of experience, 10.0% of them have 6-10 years of experience and 5.7% of them have above 10 years.

4.2 T-Test Analysis:

Group Statistics										
Gender		N	Mean	Std. Deviation	Std. Error Mean					
How would you rate the quality of candidates you receive from job portals (Linkedin,Indeed,etc)	male	29	1.34	.769	.143					
	female	35	1.54	.780	.132					

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
How would you rate the quality of candidates you receive from job portals (Linkedin,Indeed,etc)	Equal variances assumed	1.472	.230	-1.018	62	.313	-.198	.195	-.587	.191
	Equal variances not assumed			-1.019	60.115	.312	-.198	.194	-.587	.191

To examine any difference between male and female respondents in the quality of the candidates assessed, an independent samples t-test was used. In this case, Levene's Test for Equality of Variances was performed to check whether or not the variance homogeneity assumption was met before performing the t-test. The eq. of variances assumed t-test was given the result ($F = 1.472$, $p = .230$) and therefore the assumption of equal variances could be assumed to be plausible, the result validating the use of the equal variances assumed t-test.

The t-test of the next significance indicated no statistically significant differences in the quality of the candidates between male ($M = 1.34$, $SD = .769$) and female ($M = 1.54$, $SD = .780$), $t(62) = -1.018$, $p = .313$, two-tailed. The difference in mean was -0.198 [95% confidence interval (-0.587, 0.191)]. As the result is not significant and the given confidence interval includes zero, we cannot reject the null hypothesis. This demonstrates that, among the studied audience, gender does not appear to be a major determinant of the job portal-based applicant quality perceptions. It may yield more results if further study with a larger sample size and more detailed study of other potential moderators can be conducted.

4.3 ANOVA:

ANOVA					
How would you rate the quality of candidates you receive from job portals (Linkedin,Indeed,etc)					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.228	3	1.076	1.971	.127
Within Groups	36.043	66	.546		
Total	39.271	69			

Hypotheses:

• **Null Hypothesis (H₀):** There is no statistically significant variation in mean applicant quality evaluations from job sites among designation categories (HR Manager, HR Assistant Manager, HR Recruiter, and Human Resource Management).

Interpretation:
The analysis of variance (ANOVA) was applied to decide whether there were substantial changes in the evaluations of applicants at job websites by designation groups (HR manager, HR assistant manager, HR recruiter, and human resource management). The ANOVA results indicate that the designation has not had a significantly significant impact on the assessment of the candidate quality ($F(3, 66) = 1.971$, $p = 0.127$).

Since the p-value is .127, there is not enough evidence to fail to reject the null hypothesis. One implication here is that average judgments of candidate quality do not vary greatly from one designation group to another. In practice, HR practitioners, despite the exact category they belong to, tend to reach the same judgments concerning the quality of the acquired applicants through job portals.

4.4 Factor Analysis:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.551
Bartlett's Test of Sphericity	Approx. Chi-Square	285.433
	df	66
	Sig.	.000

Communalities		
	Initial	Extraction
Which recruitment sources does your organization currently use	1.000	.918
Which source has been the most effective in attracting qualified candidates	1.000	.638
Which source has been the least effective in attracting qualified candidates	1.000	.593
How often do you use job portals for recruitment	1.000	.585
Which recruitment source do you believe provides the best candidates for specialized or niche roles	1.000	.351
How do you typically measure the effectiveness of job portals in recruitment source	1.000	.584

How would you rate the quality of candidates you receive from job portals (Linkedin,Indeed,etc)	1.000	.702
Which source has the highest return on investment (ROI) in your recruitment process	1.000	.777
What are the biggest challenges you face with your current recruitment sources	1.000	.689
How would you describe the role of job portals(Linkedin ,Indeed, etc) in recruitment process today compared to five years ago	1.000	.758
Do you use job portals as a direct recruitment tool	1.000	.544
Do you think AI or automation will play a significant role in sourcing candidates in the future	1.000	.777
Extraction Method: Principal Component Analysis.		

Interpretation

The fundamental features in recruiting source perceptions were investigated through principal component analysis. The Kaiser-Meyer-Olkin (KMO) sample adequacy score was .551, and that indicated marginal eligibility for factor analysis. The data was also found to be factorable overall (Bartlett's Test of Sphericity; Approx. Chi-Square = 285.433, df = 66, p < .001).

The communalities of the variables ranged from .351 to .918, showing that the variables do not contribute equally to the extracted elements. The questions "What recruitment sources are you now using?" (.918), "Which source provides the greatest ROI in your recruitment process?" (.777), and "How generally would you grade the role of portals…in the recruitment process today in comparison with five years ago?" (.758) showed the largest communalities.

This indicates that these items exhibit a significant amount of variation with the extracted components, and thus they are important in explaining the latent constructs that make sense of recruiting source rating. To identify the important variables and their substantive character, additional research such as factor rotation would be required

LIMITATIONS OF THE STUDY:
➢ Limited to specific industries or geographic areas
➢ Potential response bias in self-reported

V. SUGGESTIONS

The results of the research offer a number of concrete suggestions for firms and HR professionals interested in enhancing the effectiveness of their recruiting efforts and sources. Also, starting with the age distribution of the respondents, where there are so many younger professionals (18 to 25 years old), the firms can tailor their recruiting efforts on pinning digital platforms and patient technology to those offered by this population.

It includes making use of social media, mobile websites for employment, and cutting-edge solutions such as AI-based recruiting software to draw in and hold onto younger recruits. Second, the balancing of gender in respondents makes the recruitment methods have to be inclusive and non-biased. This means that organizations ought to work towards removing gender bias in job descriptions as well as with candidate screening and selection processes in order to create level playing fields for all candidates.

VI.   CONCLUSION

This research finally gives a full evaluation of HR professionals' opinions and regarding recruiting sources, especially in the job portals' function and usefulness. This organisation mostly uses online portals for recruiting like (Linkedin, Indeed, Naukri,etc) job portals plays an vast role in all industries especially in IT field. From this study the quality of candidates is not dependent on the experience.this research shows the most effectiveness of the sources of recruitment . However, the factor analysis showed critical variables that affect recruiting source assessment and the importance of considering the cost and the efficiency. These considerations include the possibility of drawing specialized personnel, perceived return on investment, and change in the role of the job portals in the recruiting market

REFERENCES

[1]. Abdalla Hamza, & Anwar, G. (2021). Recruitment and selection: The relationship between recruitment and selection with organizational performance. Hamza, PA, Othman, BJ, Gardi, B., Sorguli, S., Aziz, HM, Ahmed, SA, Sabir, BY, Ismael, NB, Ali, BJ, Anwar, G.(2021). Recruitment and Selection: The Relationship between Recruitment and Selection with Organizational Performance.

[2]. Bao, H. J., Cheng & Bakar, A. A. (2021). A study on human resource function: recruitment, training and development, performance appraisal and compensation. Journal of Global Business and Social Entrepreneurship (GBSE), 7(20), 11-20.

[3]. Bhukke, S., & Sudhir, P. B. (2015). A Study of Sources of Recruitment in IT Industry. Available at SSRN 2546660.

[4]. Flecke, L. K. (2016). The Effectiveness of Recruitment Sources in Attracting Qualified Job Candidates (Master's thesis, University of Twente).

[5]. IFEANYICHUKWU, E. O., & HAIDO, A. M. (2024). A critical assessment of staff recruitment, selection, &organizational productivity. Alvan Journal of Social Sciences, 1(1), 1-15.

[6]. Koman, G., Toman, D., Jankal, R., & Boršoš, P. (2024). The Importance of e-Recruitment within a Smart Government Framework. Systems, 12(3), 71.

[7]. Kinzey, D., Hinke, J. T., Reiss, C. S., & Watters, G. M. (2023). Recruitment variability of Antarctic krill in Subarea 48.1 expressed as 'proportional recruitment': length threshold effects. CCAMLR Science, 24, NA-NA.

[8]. Komariah, D., & Suyoso, Y. A. (2024, December). ANALYSIS OF FACTORS AFFECTING RECRUITMENT (STUDY AT MOZHA SHAFURA BOUTIQUE IN CIANJUR). In International Seminar Conference of Economics and Business Excellence (Vol. 1, pp. 234-237).

[9]. Muscalu, E. (2015). Sources of human resources recruitment organization. Land Forces Academy Review, 20(3), 351.

[10].   Marr, E. R. (2007). E-recruitment: the effectiveness of the internet as a recruitment source (Doctoral dissertation, Queensland University of Technology).